

FIG.2

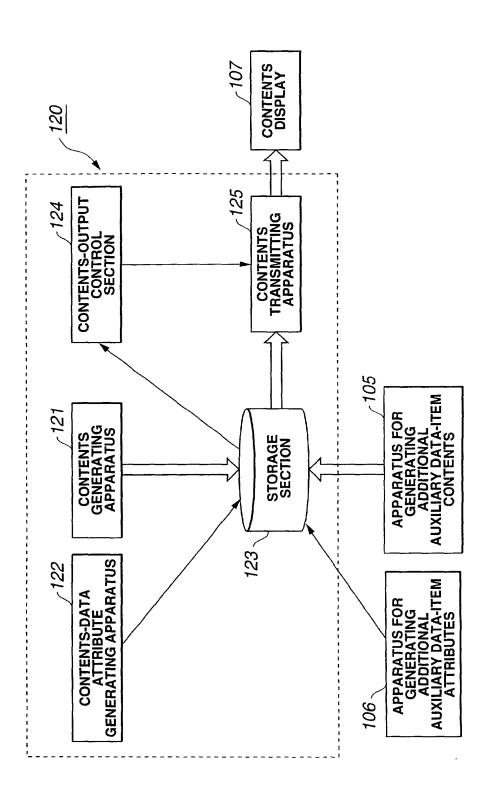
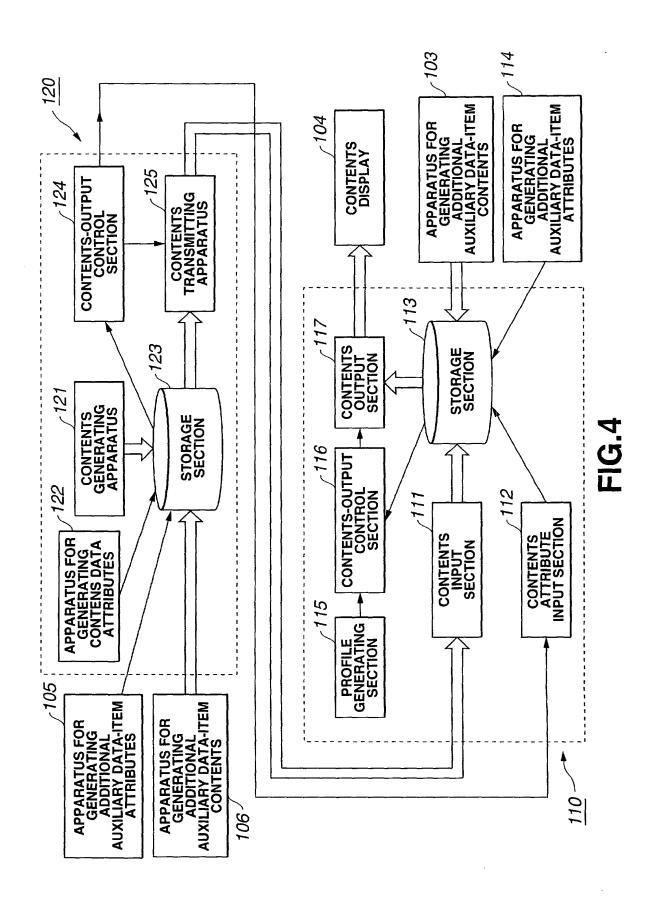


FIG.3





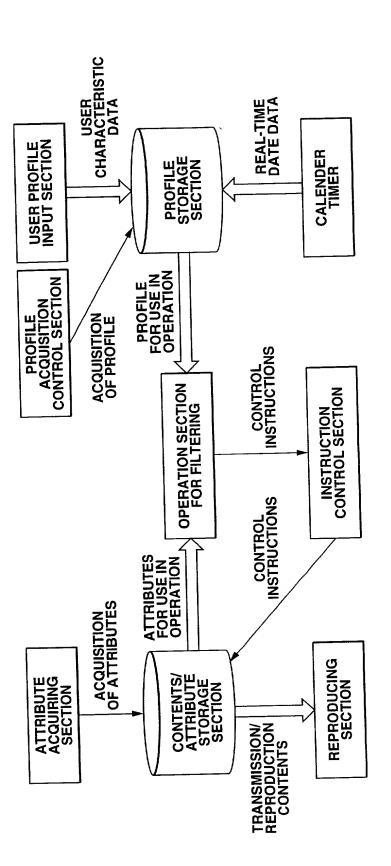


FIG.5

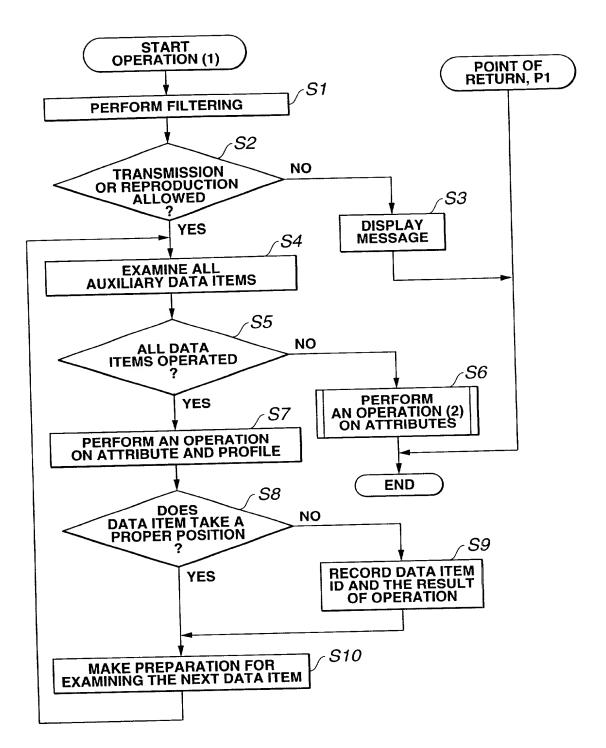


FIG.6

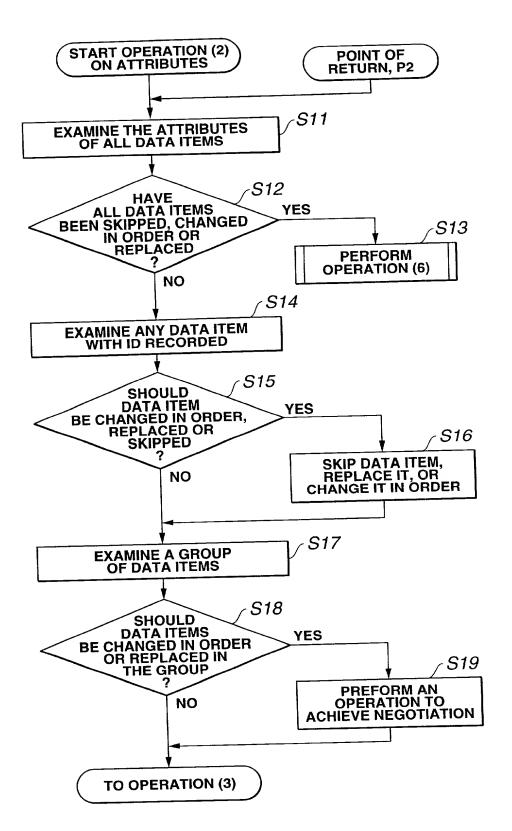


FIG.7

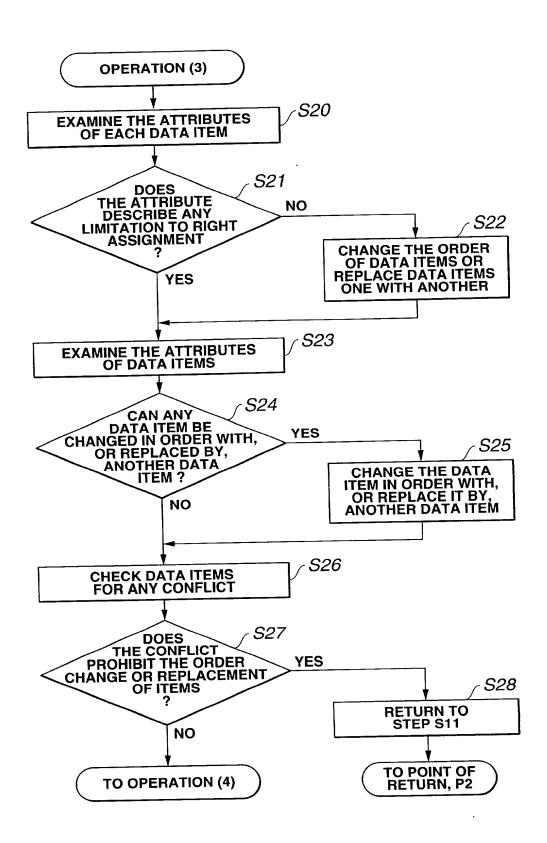


FIG.8

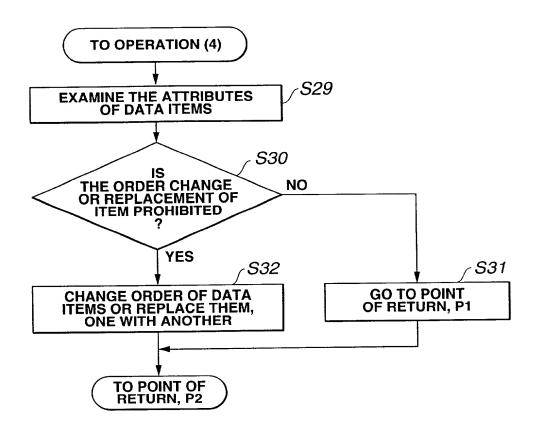


FIG.9

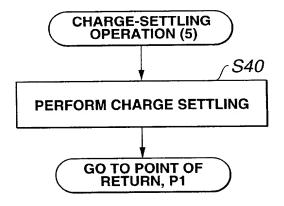


FIG.10

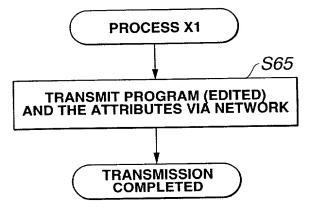


FIG.12

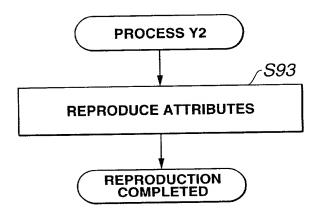


FIG.15

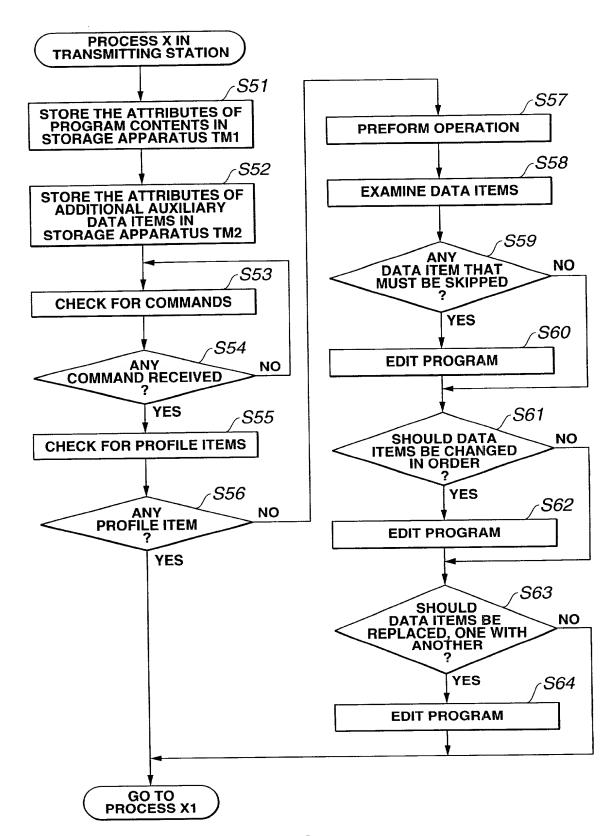


FIG.11

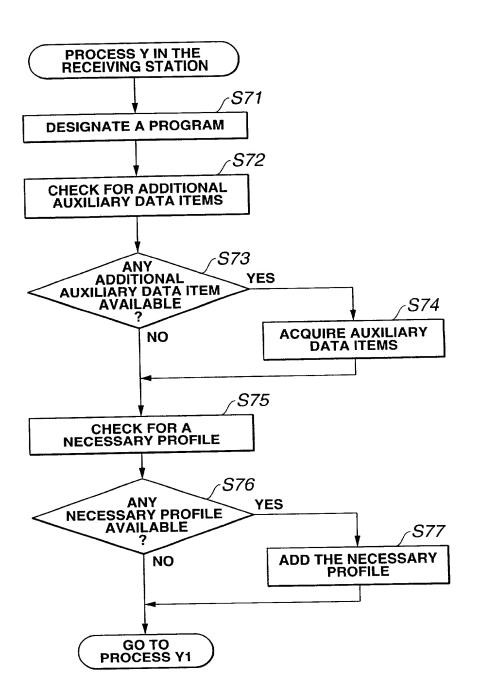


FIG.13

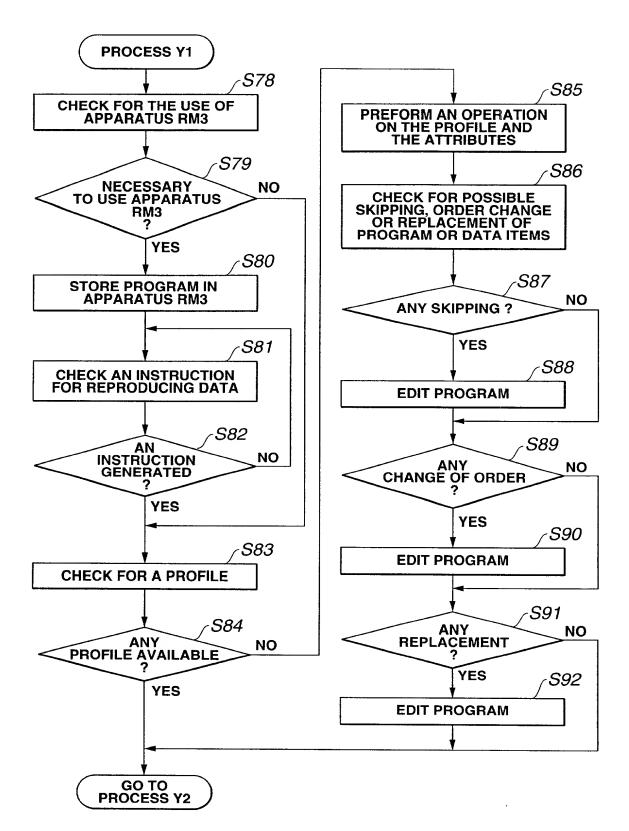


FIG.14

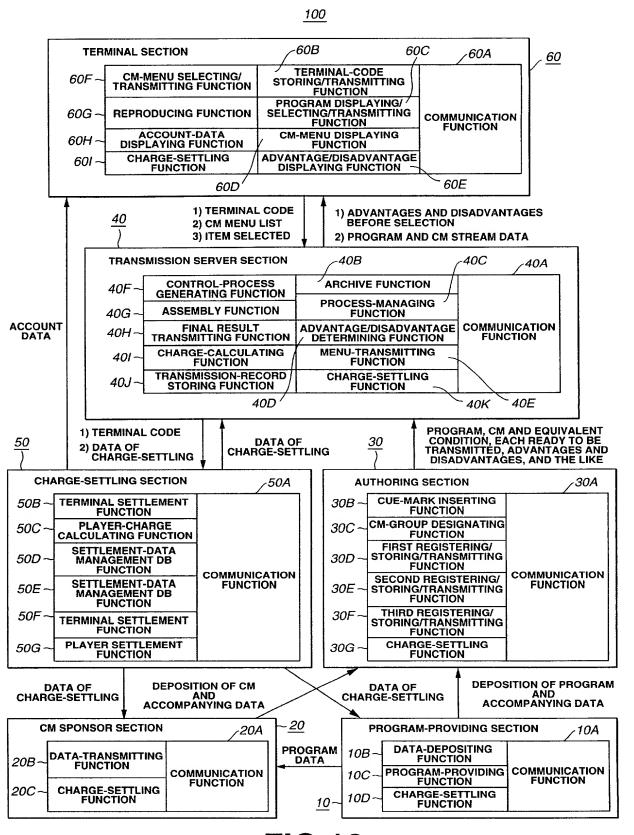


FIG.16

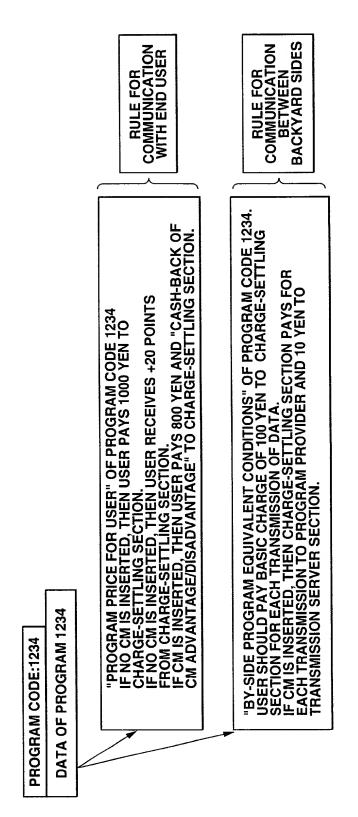


FIG.17

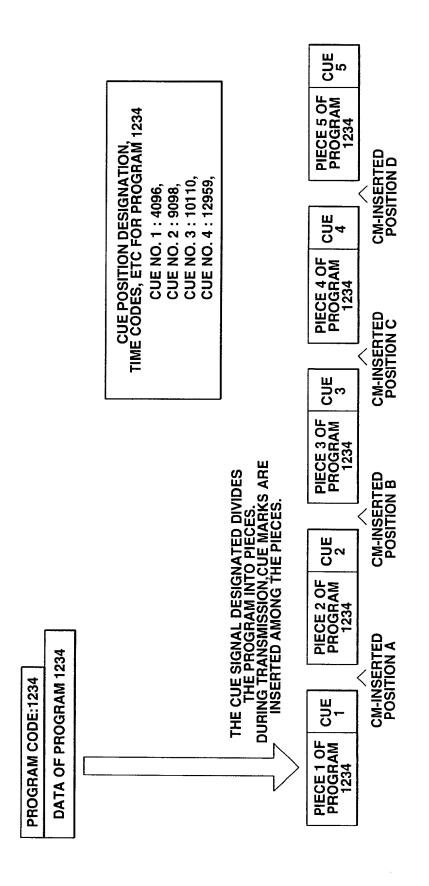


FIG. 18

The first the first that the first t

DATA OF CM 28 DATA OF CM 27 DATA OF CM 26 DATA OF CM 25 DATA OF CM 23 DATA OF CM 22

FIG. 19

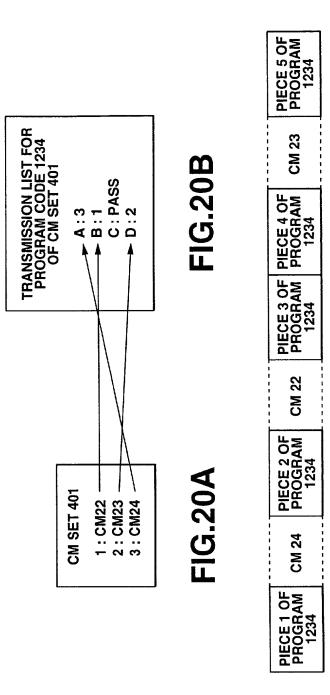


FIG.20C

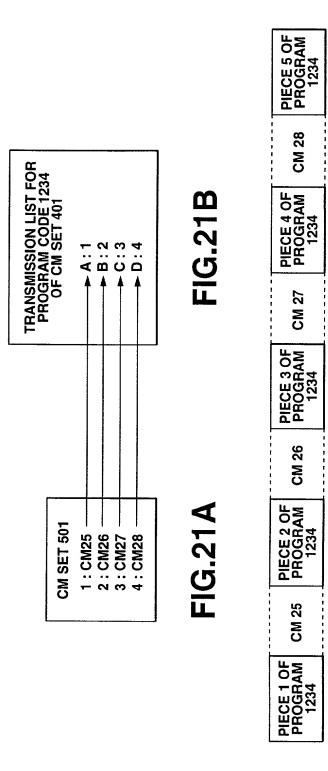


FIG.21C

PIECE 1 OF PROGRAM PROGRAM PROGRAM 1234 PIECE 5 OF PROGRAM 1234 PROGRAM 1234 PROGRAM 1234 PROGRAM 1234

FIG.22

PROGRAM CODE TO BE INSERTED FOR CM SET 445 PROGRAM CODE 1234, PROGRAM CODE 4456, PROGRAM CODE 5377

FIG.23

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PROGRAM CODE: 1234

DATA OF PROGRAM 1234

"PROGRAM PRICE FOR USER" OF PROGRAM CODE 1234
IF NO CM IS INSERTED, THEN USER PAYS 1000 YEN TO
CHARGE-SETTLING SECTION.
IF NO CM IS INSERTED, THEN USER RECEIVES +20 POINTS FROM
IF NO CM IS INSERTED, THEN USER RECEIVES +20 POINTS FROM
CHARGE-SETTLING SECTION.
IF CM IS INSERTED, THEN USER PAYS 800 YEN AND "CASH-BACK OF
CM ADVANTAGE/DISADVANTAGE" TO CHARGE-SETTLING SECTION.

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CM SET 455 1: CM22 2: CM24 3: CM27

"CM ADVANTAGE/DISADVANTAGE CONDITION" OF CM SET 445
IF CM IS INSERTED, ADD THE INCENTIVE POINTS OF CM SPONSORS
TOGETHER, AND ADD +300 POINTS TO THE ACCOUNT OF THE
TERMINAL (USER) CONTROLLED BY CHARGE-SETTLING SECTION.
THE CASH-BACK OF CM ADVANTAGE/DISADVANTAGE IS -200 YEN.

FIG.24

ADVANTAGES AND DISADVANTAGES **DISPLAYING OF**

: CHARGE IS 1000 YEN AND POINT RECEIVED IS 20, IF NO CM IS INSERTED.

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: CHARGE IS 600 YEN AND POINT RECEIVED IS 300, IF CM IS INSERTED.

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RULE FOR COMMUNICATION BETWEEN BACKYARDS. RULE FOR COMMUNICATION WITH END USER. IF CM IS INSERTED, ADD THE INCENTIVE POINTS OF CM SPONSORS TOGETHER, AND ADD +300 POINTS TO THE ACCOUNT OF THE TERMINAL (USER) CONTROLLED BY CHARGE-SETTLING SECTION. THE CASH-BACK OF CM ADVANTAGE/DISADVANTAGE IS -200 YEN. "BY-SIDE CM EQUIVALENT CONDITIONS" OF CM 24 CM SPONSOR PAYS 10 YEN TO CHARGE-SETTLING SECTION AND 30 YEN TO PROGRAM PROVIDER, FOR EACH CM TRANSMITTED. "BY-SIDE CM EQUIVALENT CONDITIONS" OF CM 22
IF CM SET CONTAINING THE CM IS SELECTED AND TRANSMITTED,
CM SPONSOR PAYS 10 YEN TO AUTHORING SECTION ONLY ONCE.
SPONSOR PAYS 10 YEN TO TRANSMISSION SERVER SECTION,
FOR EACH CM BROADCAST. "CM ADVANTAGE/DISADVANTAGE CONDITION" OF CM SET "BY-SIDE CM EQUIVALENT CONDITIONS" OF CM 27 SPONSOR PAYS 30 YEN TO PROGRAM PROVIDER, FOR EACH CM TRANSMITTED. DATA OF CM 24 DATA OF CM 27 **CM SET 401** DATA OF CM 22 2: CM24 1: CM22 3: CM27

FIG.25

CHARGE-SETTLING SECTION PAYS BASIC FEE
OF 100 YEN TO PROGRAM PROVIDER,
OF NOT BAY-SIDE PROGRAM EQUIVALENT"
OF PROGRAM CODE 1234.
IF CM IS INSERTED, THEN CHARGE-SETTLING SECTION PAYS
10 YEN TO PROGRAM PROVIDER AND 10 YEN TO TANSMISSION SERVER SECTION.

+

"BY-SIDE CM EQUIVALENT CONDITIONS" OF CM 22
IF CM SET CONTAINING THE CM IS SELECTED AND TRANSMITTED,
CM SPONSOR PAYS 10 YEN TO AUTHORING SECTION ONLY ONCE.
SPONSOR PAYS 10 YEN TO TRANSMISSION SERVER SECTION,
FOR EACH CM BROADCAST.

"BY-SIDE CM EQUIVALENT CONDITIONS" OF CM 24 CM SPONSOR PAYS 10 YEN TO CHARGE-SETTLING SECTION AND 30 YEN TO PROGRAM PROVIDER, FOR EACH CM TRANSMITTED.

"BY-SIDE CM EQUIVALENT CONDITIONS" OF CM 27 SPONSOR PAYS 30 YEN TO PROGRAM PROVIDER, FOR EACH CM TRANSMITTED.

PROGRAM PROVIDER RECEIVES 100 YEN. CHARGE-SETTLING SECTION PAYS 100 YEN. CHARGE-SETTLING IN THE CASE WHERE NO CM IS INSERTED.

PROGRAM PROVIDER RECEIVES 140 YEN. TRANSMISSION SERVER SECTION RECEIVES 10 YEN. CHARGE-SETTLING SECTION PAYS 100 YEN. AUTHORING SECTION RECEIVES 10 YEN. CHARGE-SETTLING IN THE CASI WHERE CM IS INSERTED.

CHARGE-SETTLING SECTION PAYS 100 YEN. SPONSOR OF CM 22 PAYS 20 YEN. SPONSOR OF CM 24 PAYS 20 YEN. SPONSOR OF CM 27 PAYS 30 YEN.

